



## **Internship Report**

# **An Analysis of Sales Management Activities of Sheltech (Pvt.) Ltd.**

### **Prepared for**

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**Date of Submission: 12 February 2015**

## **Letter of Transmittal**

**Date: 12 February 2015**

**Sheikh Abdur Rahim**

Assistant Professor and Head  
Department of Real Estate and Department of Commerce  
Faculty of Business & Economics  
Daffodil International University

**Subject: Submission of Internship Report on “An Analysis of Sales Management Activities of Sheltech (Pvt.) Ltd.”**

Dear Sir,

It is my great pleasure to submit the internship report on “**An Analysis of Sales Management Activities of Sheltech (Pvt.) Ltd.**” that has been assigned to me for the partial fulfillment of the requirements of BRE Program.

I have tried my level best to prepare this report, make it presentable, appropriate, and informative to fulfill the objectives of the study. I have enjoyed a lot preparing this report.

I would like to express my gratitude and give you my thanks for giving me this opportunity to do an internship and to make this report which is very much relevant to my study. I sincerely believe that the practical knowledge and experience gathered during this internship will be very much helpful in my professional life.

If you need any more information and further explanations then please contact me. I will be available to explain the matter to you. I can be contacted through my mobile number 01674904009 or through **bappa27-226@diu.edu.bd**.

Sincerely Yours,

.....

**Md. Masud Elahi**

**BRE Program**

**ID. No. 112-27-226**

**Department of Real Estate**

**Faculty of Business & Economics**

**Daffodil International University**

## **Student's Disclaimer**

I, do, hereby solemnly declare that the internship report on “**An Analysis of Sales Management Activities of Sheltech (Pvt.) Ltd.**” has been prepared by me and has not been previously submitted to any other University / College / Organization for any academic qualification. I worked at this company as an intern for three months. During this time, I worked with the sales team of Sheltech (Pvt.) Ltd. So, I have prepared this report with the information that I gathered from my internship. In this report I have explained the sales activities of Sheltech (Pvt.) Ltd. I have also explained how the sales fulfillment and order confirmations are done by the team. I have used books and some information from the internet to explain my observations. . This report is fully prepared by me.

I, further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligation.

Sincerely yours,

.....

**Md. Masud Elahi**

**BRE Program**

**ID. No. 112-27-226**

**Department of Real Estate**

**Faculty of Business & Economics**

**Daffodil International University**

## **Letter of Acceptance**

I am pleased to certify that the internship report on “**An Analysis of Sales Management Activities of Sheltech (Pvt.) Ltd.**” has been successfully prepared by Md.Masud Elahi, bearing ID: 112-27-226, Department of Real Estate, Faculty of Business & Economics, Daffodil International University under my supervision. During the internship period, Md. Masud Elahi has worked with the sales department of Sheltech (Pvt.) Ltd. The data and findings presented in this report seem to be authentic. Now, the report has been approved for presentation.

I wish him every success in life.

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**Sheikh Abdur Rahim**

Assistant Professor and Head

Department of Real Estate and Department of Commerce

Faculty of Business & Economics

Daffodil International University

## **Acknowledgement**

Successful accomplishment of this report is the outcome of the contribution of a number of people, especially those who provided time to share their thoughtful guidance and suggestions for me.

At the beginning, I would like to pay my gratitude to the Almighty Allah for giving me the ability to work under all circumstances and time constraints.

First of all, I am very much grateful to my honorable supervisor **Mr. Sheikh Abdur Rahim**, Assistant Professor & Head, Department of Real Estate, Faculty of Business & Economics, Daffodil International University.

I would like to thank the authority of “**Sheltech (Pvt.) Ltd.**” for giving me this valued opportunity to do my internship in their prestigious organization. The experience and knowledge gained at **Sheltech (Pvt.) Ltd.**, helped me immensely to address and understand many of the practical aspects of this real estate business and to prepare this report which I otherwise would not have understood so well.

To complete my internship was indeed a great pleaser and a unique experience for me. It was also challenging and exciting event for me as it gave the opportunity to look into the private Real Estate organization.

## **Executive Summary**

The report has been prepared based on the experiences, observations and on my learning during the internship period which I started from October 20, 2014 and continued till January 17, 2015. During this internship period I got the opportunity to work with the sales and developments team of Sheltech (Pvt.) Ltd. During the internship I was required to work in a formal official environment from 9am to 5pm, six days a week. Throughout the internship period I got to learn many details about the activities of the department regarding developing a business and to promote and fulfill sales. I also had the scopes to develop my own personal skills while learning some practical aspects of my academic education and getting familiar with the corporate world. I have presented here my observations of the activities of sales departments' activities, and my own learning and developments during the internship period. The procures of the sales team to review and manage the customer orders to comply with customer requirements includes 1.Promotional Activities, 2.Ultimate Sales Operation and Order Confirmation, 3.Cancellation of Orders, 4.Transfer of Apartment/Plot/Com.Space/Shop (Within Project and Project to Project ),5.Change/Add of Applicants Names. After observing all this activities I have learned so many practical aspects of this business. I have also developed my own personal skills. My personal developments and learning include 1.time management, 2.learning professional etiquettes 3.organization 4.marketing and communication 5.event planning and 6.research and analysis. The marketing team of Sheltech (Pvt.) Ltd. undertakes lot of activities./ the major activities include - searching potential customers, preparing a list of more potential customers, maintaining a regular relationship with most potential customers, convincing more potential customers with explaining all positive features, preparing attractive sales tool-kit, Advertising in newspaper, magazine etc., Participating in different trade fare in the home, Providing necessary information to the clients, Sending those publishing to the clients, briefing to the clients about the architectural design, satisfying the customers by maintaining the commitment. Throughout the internship period I was assigned different kinds of duties in different times. Sometimes I faced problems in doing the works but at the end of the day I enjoyed doing these. I am very much hopeful that the practical knowledge, familiarity with the corporate world, and the personal skills developments that I gathered during this internship will help me a lot in my future professional life.

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# **Chapter – 01**

## **Introduction**



# 1.1 Introduction

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Real estate and construction business is making a considerable amount of contribution into the economy of Bangladesh. Since more and more people are now moving into the major cities of the country, the need and demand for the Real estate and construction business is increasing. This sector is well linked with human settlements, employment and environment. The rise of this sector is also backed by the increased income of the people. Currently a large number of real estate companies and Developers are conducting business in the country. According to the Real Estate and Housing Association of Bangladesh (REHAB), at present 1189 real estate companies and developer are operating in the country. SHELTECH is one of the most renowned Real Estate Company of Bangladesh. I worked in the Sales and Development department of company as an intern from 20/10/14 to 15/01/2015.

In Bangladesh, the problem of urbanization is aggravated by limited land use policy. As globalization increases, the process of urbanization increases. The ever increasing urban population is creating an increasing demand for shelter. This paper is an attempt to observe how the “Sales and Development” department of Sheltech (Pvt.) Ltd”conducts its activities. The Real Estate developers are playing the vital role regardless of high, middle and low income people since the past two decades in providing the housing provision During 1970s, there were fewer than 5 companies in Bangladesh engaged in this business. In 1998, there were 42 such developers working in Dhaka which increased to 1000 during 2012 (REHAB).

There are five basic needs in the human life. Housing is one of those and it is very essential for every people. Real Estate companies are working to provide house for those people who would like buying an apartment besides, this industry has also created a large number of jobs in the job market. Thousands of backward linkage industries such as brick, sand, ceramic, sanitary wears industries etc. have setup to base on the real estate industries. So Sheltech (Pvt.) Ltd. as a real estate company runs with an effective slogan- “Your Dream Our Pledge”. It is a well established and renowned company in the real estate business and the people behind it are very much experienced and professional. There are about 1000 real estate companies in Bangladesh. Real estate companies are playing a great role to increase our

national income. But very few companies are recognized by the people of our country. Most of the companies do not fulfill their commitments. Many of the people have lost their faith on developers. Sheltech (Pvt.) Ltd. has taken this challenge and tried to satisfy its customers.

## 1.2 Objectives of the Study

The study has been conducted with the following objectives.

- ( i) To investigate the sales management activities of Sheltech (Pvt.) Ltd.
- (ii) To find out the problems of sales management activities of Sheltech (Pvt.) Ltd.
- (iii) To recommend some suggestions to overcoming the problems of sales management activities of Sheltech (Pvt.) Ltd.

## 1.3 Methodology of the Study

The methodology of the study has been designed in the following ways:

**1.3.1 Data Sources:** There are two sources of data. These are as follows,

- a. Primary Data Sources**
- b. Secondary Data Sources**

### 1.3.2 Data Collection Methods

**a. Primary Data Source:** The primary data has been collected through face to face interview of employees and managers of Sheltech (Pvt.) Ltd.

**b. Secondary Data Source:** The secondary data has been collected from the following sources:

- Websites.
- Sales sheet of real estate companies.
- Brochure real estate companies.
- Journals and previous research papers.
- Annual report of real estate companies.

**1.3.3 Data Analysis Technique:** In this study the data has been analyzed through Microsoft Office Package®.

## 1.4 Limitations of the Study

In Sheltech (Pvt.) Ltd I worked in the “Sales and Business Development” department. There were some limitations which have made my work a little bit harder. The limitations may be termed as follows-

- I have no previous experience about the preparation and organization of the internship report.
- It was not so much possible for me to get the exact information about some of the departments because of maintaining the secrecy.
- I did not get sufficient information about the real estate sector of Bangladesh.
- The executives of some departments were so busy that they could not give me sufficient time.
- The web resources were also not ample to get sufficient help.
- Since there are confidentially issues in the organization, I cannot discuss every aspect of the sales teams’ activities.
- Data and information used in this study are mostly from secondary sources.
- Large scale study was not possible due to the burden of workloads during the internship period.

# **Chapter – 02**

## **Company Profile**

## **2.1 About Sheltech (Pvt.) Ltd.**

Sheltech (Pvt.) Ltd. is one of the pioneers in the Real Estate and Housing Industry of Bangladesh. It was established in 1988 as a Real Estate developing company, and since then has expanded to include other businesses associated with Real Estate such as Construction and Consultancy. During these 26 years of service, Sheltech has steadily consolidated its expertise and has completed more than 150 projects in Bangladesh. The team at Sheltech comprises of over 500 professionals, architects and engineers that were chosen on the basis of their excellent technical and management skills. Additionally, a well-trained force of 5000 workers is also employed at the various projects of Sheltech. The dedication, hard work and experience of the Sheltech team is what makes it one of the top Real Estate developing companies of Bangladesh. Sheltech is a company committed to quality design and construction. All the buildings of Sheltech have been designed according to the guidelines stated in the Bangladesh National Building Code and each building is capable of withstanding the code-specified natural forces like earthquake and wind. Not only that, each building is equipped with an emergency fire escape to protect the building residents in the unlikely event of a fire. Additionally, at Sheltech all construction materials and equipment have a high performance rating and are procured with great care to ensure the highest possible standard. In recognition of Sheltech's excellent quality control in the design and construction of its buildings, Sheltech has achieved the ISO 9001: 2008 certificate, which is the international standard for quality management. Sheltech is also one of the founding members of the Real Estate & Housing Association of Bangladesh (REHAB).

## **2.2 Current Products:**

### **1. Sheltech MS Lodge**

Location: 242/6 & 194, Senpara Parbata, Mirpur, Dhaka

Apartment size(s)	: 965, 1000, 1010 & 1070 sft
No. of level/story	: 09
No. of total units	: 32
Date of completion	: June, 2018

Features & facilities	: Three bedrooms, living room, dinning space and a spacious kitchen in each apartment. Inviting entry & reception, High-end finishing material, Spacious and ample parking facility, Toilet for disable people at ground level, Wheel chair access facility at one toilet in each unit, Ramp at lift lobby for easy access, Full height safety grill at all verandahs, Opening panel in safety grill at front verandah.
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### **2. Sheltech Pratik**

Location: 318 Ahmed Nagar, Mirpur, Dhaka.

Apartment size(s)	: 1310, 1320 sft.
No. of level/story	: 10
No. of total units	: 17
Date of completion	: April 2015

Features & facilities	: Three bedrooms, living space, drawing space & a spacious kitchen in each apartment
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### **3. Sheltech Bagan Bilash**

Location: Plot#242, Senpara Parbata, Mirpur, Dhaka

Apartment size(s)	: 1710 sft.
No. of level/story	: 08
No. of total units	: 15
Date of completion	: April 2015
Features & facilities	: Three bedrooms, living room, a dining room and a spacious kitchen in each apartment.

#### **4. Sheltech Falguni**

Location: Plot#03, Road#05, Block#A, Section#11, Mirpur, Dhaka

Apartment size(s)	: 1710 sft
No. of level/story	: 10
No. of total units	: 09
Date of completion	: April 2015
Features & facilities	: Three bedrooms, living room, a dining room and a spacious kitchen in each apartment.

#### **5. Sheltech Mon-Tila**

Location: Plot#05, Road#12, Block#C, Section#6, Mirpur, Dhaka

Apartment size(s)	: 1730 sft
No. of level/story	: 09
No. of total units	: 15
Date of completion	: October 2014
Features & facilities	: Three bedrooms, living rooms, a dining room and a spacious kitchen in each lavish apartment. In addition, multilevel large roof terrace & garden, large community hall, lofty ground floor etc.

## **6. Sheltech Bithika**

Location :114/1 2nd Colony, Mazar Road, Mirpur, Dhaka

Apartment size(s) : 1295 to 1525 sft

No. of level/story : 14

No. of total units : 184

Date of completion : December 2016

Features & facilities : Three bedrooms, living room, dining room & a spacious kitchen in each apartment. Special features of the project are; Fountain at entry gate, Picturesque landscapes, Swimming Pool, Gymnasium, Community Hall, Restaurant, Bank & ATM, Super Store, Pharmacy, Parlor, commodity store, Salon, Children play area, Prayer room etc.

## **7. Sheltech Khan Plaza**

Location: 1/A, Free School Street, Kathalbagan, Dhaka

Apartment size(s) : 1180, 1200, 1220 & 1230 sft

No. of level/story : 10

No. of total units : 36

Date of completion : October 2016

Features & facilities : Three bedrooms, living room, dinning space & a spacious kitchen in each apartments. The project is facilitated by large community space with all modern facilities and fire fighting system.

## **8. Sheltech Raham Manjil**

Location: Plot-264, Free School Street, Kathalbagan, Dhaka.

Apartment size(s): 1610sft



No. of level/story: 10

No. of total units : 18

Date of completion : April 2015

Features & facilities : Three bedrooms, living room, a dining room and a spacious kitchen in each apartment.

## **9. Sheltech Mozendra**

Location: 114 & 116, New Circular Road, Siddheswari, Dhaka

Apartment size(s) : 1230 to 1750 sft

No. of level/story : 10

No. of total units : 27 (23 Apartments & 4 Commercial Units)

Date of completion : Feb, 2018

Features & facilities : Separate entry for commercial & apartments, Inviting entry & reception, Spacious and ample parking facility, Wide driveway & Park lift provision, Wheel chair access facility at one toilet in each apartment, Ramp at lift lobby for easy access, Full height safety grill in all verandahs, Opening panel in safety grill at front verandah, Children play area, Driver waiting & toilet, Guards day room.

## **10. Sheltech Noor**

Location: H#114/A/2, New Circular Road, Siddheswari, Dhaka

Apartment size(s) : 2060 sft. (Approx.)

No. of level/story : 10

No. of total units : 09

Date of completion : May, 2017

Features & facilities : Inviting entry & reception, high end finishing material,

spacious and ample parking facility, wheel chair access facility at one toilet at ground level, wheel chair access facility at one toilet at one toilet in each unit. ramp at lift lobby for easy access, full height safety grill in all verandahs and opening panel in safety grill at front verandah.

## **11. Sheltech Beena Karon**

Location: Plot#03, Road#17, Block#E, Banani, Dhaka

Apartment size(s) : 1040 sft

No. of level/story : 08

No. of total units : 14

Date of completion : December 2014

Features & facilities : Two bedrooms, living room, a dining room and a spacious kitchen in each apartment.

## **12. Sheltech Beena Karon**

Location: Plot#03, Road#17, Block#E, Banani, Dhaka

Apartment size(s) : 1040 sft

No. of level/story : 08

No. of total units : 14

Date of completion : December 2014

Features & facilities : Two bedrooms, living room, a dining room and a spacious kitchen in each apartment.

## **13. Sheltech Afzal Neer**

Location: Road-8, House-100, Block-F, Banani, Dhaka

Apartment size(s) : 1780 sft

No. of level/story : 11

No. of total units	: 20
Date of completion	: Ready
Features & facilities	: Full Furnished Apartment including two bedrooms, living rooms, a dining room and a spacious kitchen

#### **14. Sheltech Moloya**

Location: 451, 451/1 Boro Maghbazar, Dhaka

Apartment size(s)	: 1470 to 1675 sft
No. of level/story	: 09
No. of total units	: 48
Date of completion	: August, 2016

Features & facilities	: Outdoor children play area & sitting; roof terrace & garden; community hall with all facilities. Three bedrooms, living room, a dining room and a spacious kitchen in each apartment.
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#### **15. Sheltech Karim's Delight**

229, Boro Maghbazar, Maghbazar, Dhaka

Apartment size(s)	: 1610 & 1615 sft
No. of level/story	: 10
No. of total units	: 26
Date of completion	: October 2015

Features & facilities	: Three bedrooms, living rooms, a dining room and a spacious kitchen in each lavish apartment. In addition, roof top garden, outdoor children play area & sitting, large community hall, high-end finish material, lofty ground floor etc.
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## 16. Sheltech Daffodil

Location: House -70 (new), Road -6/A (new), Dhanmondi R/A, Dhaka

Apartment size(s) : 2235 sft  
No. of level/story : 09  
No. of total units : 08  
Date of completion : March, 2017

Features & facilities : An exclusive apartment with high-end finish materials, garden on roof, CCTV and handicapped accessibility, Inviting entry & reception, Spacious and ample parking facility, Toilet for disable people at ground level, Wheel chair access facility at one toilet in each unit, Ramp at lift lobby for easy access, Full height safety grill at all verandahs, Opening panel in safety grill at front verandah.

## 17. Sheltech Momin Tower

Location: 99/1, East Basabo, Dhaka.

Apartment size(s) : 1170 & 1185 sft  
No. of level/story : 14  
No. of total units : 50  
Date of completion : January 2017

Features & facilities : Each apartment contains three bedrooms, living room, dining room & a spacious kitchen. large community space, gymnasium, library and prayer room, roof top garden and fire hydrant system will be available in Sheltech Momin Tower.

## 18. Sheltech M M Point

Location: 67 South Kamalapur, Dhaka

Apartment size(s) : 895 to 1190 sft  
 No. of level/story : 14  
 No. of total units : 47  
 Date of completion : June 2015

Features & facilities : Two bedrooms, a living space, a dinning & a spacious kitchen in each apartment. In addition, multilevel large roof terrace & garden, community hall etc.

## 19. Sheltech RS Tower

Location: Plot#58, Alaol Avenue, Sector#6, Uttara, Dhaka

Apartment size(s) : 805 & 1600 sft  
 No. of level/story : 14  
 No. of total units : 30  
 Date of completion : March 2016

Features & facilities : 2/3 bedrooms, living room, dining room & a spacious kitchen in each apartment. In addition, outdoor children play area & sitting, roof terrace & garden, community hall etc.

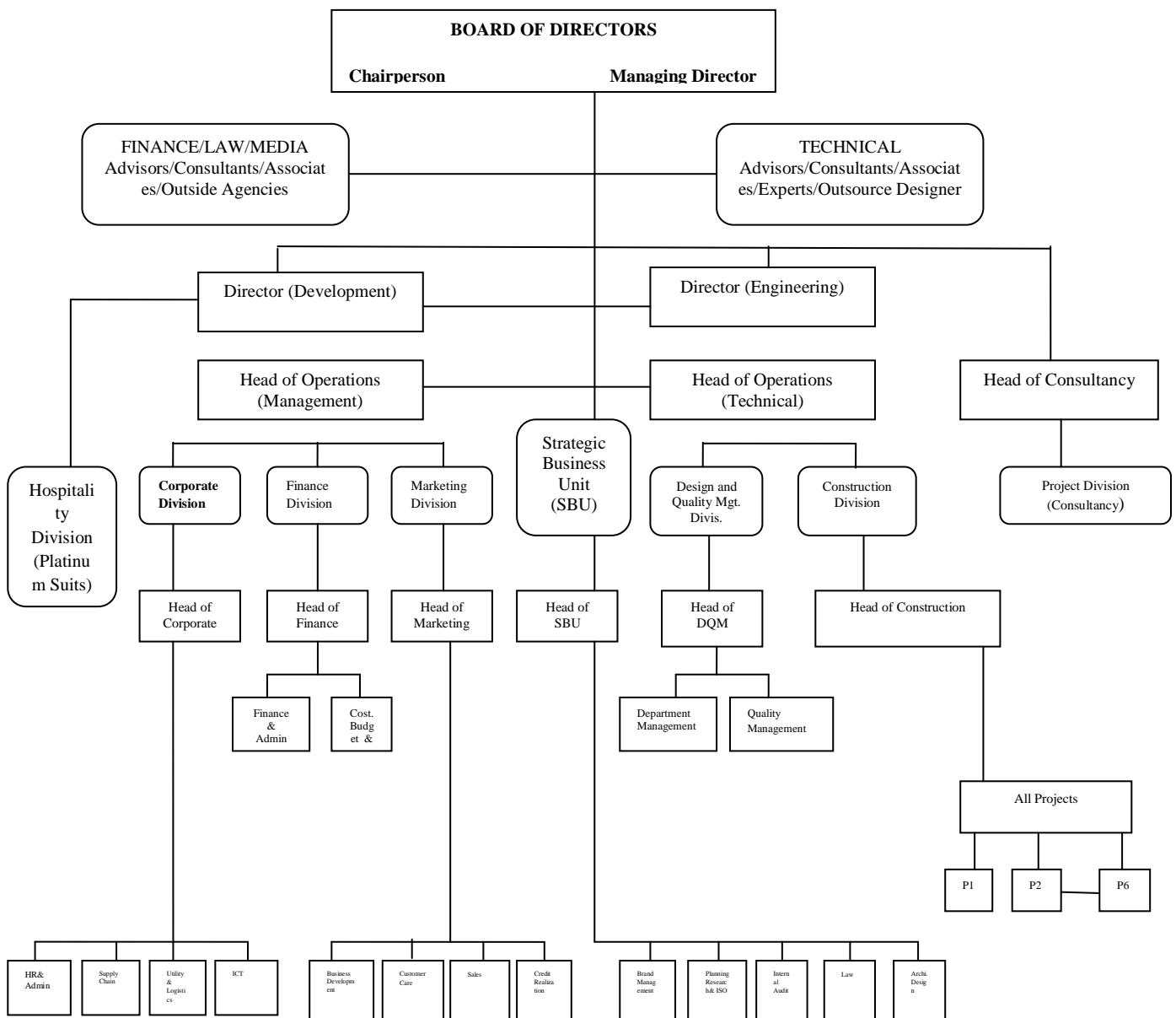
## 20. Sheltech Pacific

Location: House#62/A & 62/B, Road#01, Block#A, Basundhara, Dhaka

Apartment size(s) : 1640 sft  
 No. of level/story : 10  
 No. of total units : 18  
 Date of completion : April 2016

Features & facilities : Inviting Entry & Reception, High End Finishing Material, Spacious and Ample parking Facility, Toilet for disable People at Ground Level.

## 2.3 ORGANOGRAM OF SHELTECH (PVT.) LTD.



# **Chapter – 03**

## **Analysis**

### 3.0 Sales Management

Efforts put forth to attain a company's sales objectives. Sales management can involve any of these following activities: (1) formulation of sales strategy through development of account management policies, sales revenue forecasts, and sales plan, (2) implementation of sales strategy through selecting, training, motivating, and supporting the sales force, setting sales revenue targets, and (3) sales force management through development and implementation of sales performance, monitoring and evaluating methods, and analysis of associated behavioral patterns and costs.

Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business. These are also typically the goals and performance indicators of sales management. Below, there are some opinions regarding the sales management activities of a company.

- “A sales manager can have a narrow or a broad spectrum of responsibilities including the following: estimate demand and prepare sales forecasts; establish sales force objectives and quotas; prepare sales plans and budgets; establish the size and organization of the sales force; recruit, select, and train the sales force; compensate the sales force; control and evaluate sales performances.”

- Robert D. Hisrich and Ralph W. Jackson, *Selling and Sales Management*

- “Good sales management properly applied is the least expensive, most effective, way to increase dollars of revenue and margins, market share, cash flow, return on investment, and net present value, as well as to beat the competition and make you a hero. . . . It costs no more to properly hire, train, compensate, motivate, and evaluate salespeople. Effective time and territory management, forecasting, planning, budgeting, and good communication and control are no more expensive than performing these same functions poorly.”

- Robert J. Calvin, *Sales Management*



- “Sales management: The attainment of sales forces goals in an effective and efficient manner through planning, staffing, training, directing, and evaluating organizational resources.”  
- Charles M. Futrell, Fundamentals of Selling

## The Role of Sales Manager

Although the role of sales management professionals is multidisciplinary, their primary responsibilities are: (1) setting goals for a sales-force; (2) planning, **budgeting**, and organizing a program to achieve those goals; (3) implementing the program; and (4) controlling and evaluating the results.

### 3.1 Sales Management Strategies

The art of meeting the sales targets effectively through meticulous planning and budgeting refers to sales management. Sales Management helps to extract the best out of employees and achieve the sales goals of the organization in the most effective ways.

**Let us go through some sales management strategies:**

- **Identify goals and objectives of the sales team:** Be clear on your sales targets. Make sure the targets are realistic and achievable. Also assign a fixed timeline to achieve the targets.
- **Know your product well and Understand what benefits end-users would get from your brand:** The marketers must interact with customers to find out more about their expectations from the product as well as the organization. One would not be able to convince the customers unless and until he himself is clear with the benefits of the products.
- **Identify your target market:** Selling techniques and strategies can't be same for all individuals. Each audience has different needs, interests and requirements.
- **Hire the right individual for the sales team:** Remember the sales professionals have a major role in the success and failure of organizations. Recruit individuals who are aggressive, out of the box thinkers and nurture the dream of making it big in the corporate world. Make the sales representatives very clear about their roles and

responsibilities in the team. Develop a lucrative incentive plan for them. Incentives and monetary benefits go a long way in motivating the sales team.

- **Don't lie to your customers:** It is important to maintain transparency. Communicate what your entire product actually offers. It is unethical to make false promises. Only commit to what you actually can deliver to customers.
- **Know what your competitors are offering:** It is essential to do a SWOT analysis of your organization to know its strengths, weaknesses, threats and opportunities. A marketer must know how his product is better than his competitors.
- **Sales representatives must do their homework before going for a sales call:** One should never go unprepared. Remember the customer can ask you anything and you have to be ready with your answers. The management must promote training sessions at the workplace to upgrade the skills of the sales professionals and expect them to deliver their level best.
- **Devise strategies as per the target audience:** Know your market well. The individuals must be able to relate to your products. The strategies must be formulated in the presence of all. Each one should have a say in the same. Let everyone come out with his suggestions. Be ready with alternate plans if one plan fails.
- **The management must conduct frequent meetings with the sales team to review their performances:** Keep a track on their daily activities. The sales team must prepare Daily Sales Reports (DSR) for the superiors to know what they are up to.
- **One must assess his own performance:** Recall your interactions with the clients and analyze where you went wrong and where things could have been a little better.
- **Treat your customers well for higher customer satisfaction and retention:** Don't oversell. Once you are through with your sales presentation, don't be after your client's life. Give him time to think and decide.
- **The sales pitch must be impressive for the desired impact.**

## 3.2 Sales Management Activities of Sheltech (Pvt.) Ltd.

Sales management activities deal with the customers orders. Here the department reviews the customer orders and manage the orders to comply with the customers' specific requirements. They deal with all the works involved in taking orders; from query to amendment to contract. But before doing this, Sheltech (Pvt.) Ltd. takes initiatives to develop the business which is one of the two major functions of the department. These activities are performed by the business development team of the department. The business development activities include the procurement of precious land with maximum benefit for joint venture development. The business development team focuses on,

1. Procuring any land in the prime zone of the Dhaka city for joint venture development
2. Exploration of new prospect areas
3. Product diversification to get middle class people.
4. To get land in less competitive areas
5. To township plan in the remote area of the city.

The procedure for developing business; to procure lands the Business Development team takes several steps. These steps include,

1. Collecting information from different sources for procuring lands.
2. Selecting criteria; location, shape and size of land for the purpose of land selection.
3. Procurement procedures
4. Signing Procedure
5. After signing procedure
6. Cancellation of project.

**1. Collecting information from different sources for procuring lands:** At this step Sheltech (Pvt.) Ltd. collects information from various sources about the land. Sheltech (Pvt.) Ltd. personnel are directly involved in this matter.

**2. Selecting criteria; location, shape and size of land for the purpose of land selection:** Sheltech (Pvt.) Ltd. follows certain standards and rules while procuring a land. Sheltech (Pvt.) Ltd. has special preference regarding lands in Dhaka city and minimum standard for the size. Minimum size of the lands which is acceptable by Sheltech (Pvt.) Ltd. is 7.5 katha. But it also undertakes projects in a land size of 5 katha if it is approved by all the

responsible departments of Sheltech (Pvt.) Ltd. The same rule also applies for the area in Dhaka city. Sheltech (Pvt.) Ltd.undertakes projects outside of its preferred area if the project seems profitable.

**3. Procurement Procedures:** In this steps Sheltech (Pvt.) Ltd.collects all the information regarding the land to send those to the design departments' approval. This step also includes the negotiation with the land owner. The legal works are also taken care of in this step. After doing all the necessary tasks a project proposal is placed before the board of directors for approval.

**4. Signing Procedure:** After getting the approval signing ceremony takes place. In this step the department personnel prepares the money requisition of cash benefit for the land owner.

**5. After Signing Procedure:** after the signing ceremony the real work begins. In this step the department keeps continuous communication with the land owner. It also keeps communication with the Design department and with RAJUK. The department personnel constantly monitor the activities and provide necessary feedbacks when required.

**6. Cancellation of Project:** In this step the department considers the possibility of the cancellation of the project. If the project is cancelled by Sheltech (Pvt.) Ltd.itself then the process is implemented through the joint venture agreement. And if the project is cancelled by the land owner than the land owner gives demerge to Sheltech (Pvt.) Ltd.

After doing all these, the department then performs the sales management activities. These activities deal with the customers orders. They review the customer orders and manage the orders to comply with the customers' specific requirements. They deal with all the works involved in taking orders; from query to amendment to contract.

To do all this staff, they proceed with several steps. These are,

1. Promotional Activities.
2. Ultimate Sales Operation and Order Confirmation
3. Cancellation of Orders
4. Transfer of Apartment/Plot/Com.Space/Shop (Within Project and Project to Project )
5. Change/Add of Applicants Names

**1. Promotional Activities:** This step includes the activities to let the customers to know about the project. The team takes several steps to inform the customers about the new project.

They basically try to get customers. They do it, of course after the finalization of the site, fixation of the price and the procurement of the land. In this step they send sales promotional letter to the old clients as per data bank. Then they send sales promotional letters to prospective clients. They use telemarketing for documentation of the received data and customer queries. They publish advertisements in the national/international dailies and weeklies. They maintain relationship with old clients and introduce them along with prospective clients to Sheltech (Pvt.) Ltd.'s new project site. They also participate in different housing fairs.

**2. Ultimate Sales Operation and Order Confirmation:** In this step the team proceeds through several steps to make the ultimate sale. At initial stage the teams collect all the feedbacks from the prospective customers and visit the client site when required. They maintain all types of liaisons with the prospective clients. After client visits the project side they make the selection of their desired site and fix the price with the payment schedule. At this stage the team also contacts with different finance companies to manage loan for the customers on request placed by the customers. After doing all these things the client is given printed information from this includes all the information regarding the deal. After this the customer pays a down payment and then a file is opened for the client to maintain all the related documents. Then a payment schedule is signed between the authorized officer and the client. A letter of intent is made at this stage with the help of the Law department and photocopy of letter of intent is attested by the authorized law officer. Then an allotment letter is given to the client which is signed by the managing director and by the client. The main copy of the allotment letter is given to the customer and a duplicate is preserved in the office. After completing all these activities, a file is handed over to the credit realization department with eight copies of clients' photograph for collecting the remaining installments from the client. At this stage if any customer wants to authorize someone else for his/her property the necessary steps are taken by the office. And if any customer pays advance payments then he/she will enjoy a benefit on his/her advance payments at the rate of banks saving rate which is approved by the managing director of Sheltech (Pvt.) Ltd...

**3. Cancellation of Orders:** At this stage the activities are taken care of if any cancellation is to be executed. At the client wants to cancel the booking then the cancellation is executed through few processes. In this case the client has to return all the documents to Sheltech

(Pvt.) Ltd. If any client cancels his/her initial booking before the execution of the letter of intent then initial deposit will be refunded to the client after subsequent sale.

**4. Transfer of Apartment/Plot/Com.Space/Shop (Within Project and Project to Project):**

At this step Sheltech (Pvt.) Ltd. an opportunity for the client to transfer their property. Under this opportunity the client can choose another property within the current project and to other projects. In this case the clients have to fill up the transfer application form and also the cancellation application form. After doing this the clients are required to return all the documents regarding the previous deal to Sheltech (Pvt.) Ltd. The previously deposited money is then transferred to the new projects account and the client proceeds through the information form.

**5. Change/Add of Applicants Names:** at this stage the client can change his/her name if they want. In this case the clients have to proceed by filling up the name change/add form.

### **3.3 Real Estate Marketing Strategies Of Sheltech (Pvt.) Ltd.**

#### **3.3.1 Operation of the Real Estate Business**

There is a standard and organized procedure of operation of the Real Estate business in Bangladesh. It is true that in some cases the business procedure may differ from company to company .However; most of the companies operate Real Estate development in almost similar manner.

The first stage of Real Estate development is land purchase. A number of steps are to be completed to procure the land.

#### **3.3.2 Land Procurement**

At the very first step land information is collected through two different sources such as different personnel, direct communication by land owner with company representatives, Brokers. All land information is primarily recorded because Sheltech (Pvt.) Ltd. has a targeted area. So company needs to buy all those lands which they have proposed to launch the project. Basically company representative helped to buy the land from the landowners. If any landowner doesn't want to sell his land then company proposes some conditions. From

this greediness it becomes much easier for Sheltech (Pvt.) Ltd. to buy land to fulfill their company project

### **3.3.3 Project Design Preparation**

After Completion of the land procurement Sheltech (Pvt.) Ltd. starts to prepare architectural design by the architects. In most of the cases Real Estate developers engage a consultancy firm in land project design. However, some renowned companies prepare their land project design by RAJUK architects. Every Real Estate company follows a specific standard in According to RAJUK. If the project is in DAP area, and then Sheltech (Pvt.) Ltd. has to design their project according to RAJUK.

### **3.3.4 Project Approval**

Project approval is at the final stage for the completion of a project. It is not that much easier to get an approval from RAJUK. Since the approval, every company has to make their project design according to RAJUK. Then companies need to get approval of 6 different ministries. Such as Home Ministry, PWD, TITAS etc. After successfully getting approvals from the ministries companies need to submit all documents to RAJUK. Then RAJUK will provide 2 people as a supervisor of the project from government.

### **3.3.5 General Terms and Conditions of Allotment**

a) Application for allotment of Plot should be made on the prescribed application form accordingly signed by the client along with the earnest money .Sheltech (Pvt.) Ltd. reserves the right to accept or reject any application according to the rules and regulation of Sheltech (Pvt.) Ltd.

b) On acceptance of an application, Sheltech (Pvt.) Ltd. issues an allotment letter to the client on which the client starts payment as per the schedule of the project. Allotment of the apartment is generally made on first come first serve basis.

c) Payments of installments and all other charges are to be made on due dates according to the schedule. Sheltech (Pvt.) Ltd. may issue reminders to the allotted, but not with standing the issue of reminders, the allotted must adhere to the schedule to ensure timely completion of construction.

d) Delay in payment beyond the schedule date will make the allotted liable to pay delay charge (amount varies from company to company) for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days Sheltech (Pvt.) Ltd. shall have the right to cancel the allotment. In such an event, the amount paid by the client will be refunded after dedicating the earnest money and after allotment of the cancelled plot.

e) Concentration fees/charges security deposits and other incidental expenses relating to gas, water, sewerage and electric concentrations are excluded in the price of the plot. Sheltech (Pvt.) Ltd. collects that charge from the plot owner when the construction works are very close to finishing.

f) Sheltech (Pvt.) Ltd. may cancel an allotment for non-payment of installments in disregard of reminders and after final intimation to the allotted by registered post at the address given in the application form.

g) The possession of the plot shall be duly handed over to the allotted on completion and full payment of installments and other charges and dues. Till then the position will rest with Sheltech (Pvt.) Ltd. If the project is completed before the stipulated time, the allotted shall have to make full payment before taking possession.

h) After handover of the project, the allotted(s) will become equally separable undivided and unmarked shareholders of total acres of the scheduled land of the project in respective plots. After all the dues and installments are paid by the purchaser accordingly, the vendors shall execute a registered sale deed in favor of the purchaser transferring shares of land for the project in the demised plot.

i) Sheltech (Pvt.) Ltd. is not liable if the completion period of the construction of the project is affected by unavoidable circumstances beyond the control of Sheltech (Pvt.) Ltd., like natural calamities, political disturbances, strikes and changes in the fiscal policy of the state etc.

j) Sheltech (Pvt.) Ltd. is liable if the handover of the project is delayed due to any limitation of Sheltech (Pvt.) Ltd... In that case, Sheltech (Pvt.) Ltd. is to pay a percentage of money on every month to the respective client till the handover of the project (Annual Promotion Reports: 2012& 2013)



### **3.3.6 Installment Collection**

In most of the cases, people buy plots on installment basis. However, they are to pay the full amount prior to plot delivery. Similarly, plot buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining on due time. The buyers often face the difficulty of maintaining schedules of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover, concerned representatives of renowned companies always pursue to collect installment as per the payment schedule.

### **3.7 Customer Service**

In recent days, there is an additional opportunity for the client to get customer service facilities (Instruction Manual: 2012& 2013). These facilities include:

#### **A. Handling Customer Complaint**

The customer service department monitors the customer complaints. The customer complaints are recorded by the customer service. After recording they communicate with the concerned technical professionals to solve the matter. Technical persons analyze the nature of complaints and initiate to take the corrective action. Any type of dissimilarity in accordance with the agreement is solved through customer service.

#### **B. Utility Connection**

Company arranges utility connection from the Govt. Offices. Company representatives communicate with different authorities concerning the supply of electricity, gas, water, telephone etc. Company fulfills all the necessary requirements of various authorities to ensure a timely connection of all utility services. The land owners just get the output on payment of utility connection charges.

#### **C. Project handover**

After completion of the total development work of being individual land Sheltech (Pvt.) Ltd. initiates to hand over the land to the respective landowners. Before the handover company representative thoroughly verify the construction works whether the products are sufficient to satisfy the land owners or not. If there is any anomaly, concerned engineers take necessary steps to make the project ready for delivery.

## **D. Registration**

Finally Sheltech (Pvt.) Ltd. arranges plot registration and mutation for individual plot owner. The owners achieve legal right to avail the plot through this registration. The registration cost is determined by the land/plot owner.

## **3.8 Activities of Marketing Department**

### **A. Functions of marketing department**

- To search potential customers.
- To prepare a list of more potential customers.
- To maintain a regular relationship with most potential customers.
- To convince more potential customers with explaining all positive features.
- To prepare attractive sales tool-kit.
- Advertising in newspaper, magazine etc.
- Participating in different trade fare in the home.
- Provide necessary information to the clients.
- Sending those publishing to the clients.
- In office briefing to the clients about the architectural design.
- To satisfy the customers by maintaining the commitment.

### **B. Target Market**

Sheltech (Pvt.) Ltd. target customers are business persons, Bangladeshi people those are employed in foreign countries and service holders from the social class community who will benefit from the apartment's incomparable level of quality, location and technological amenities. These customers will be looking for safe, high-quality environments that can advance the type of atmosphere they are needed.

### **C. The Segmentation of Market**

Sheltech (Pvt.) Ltd... divides their market into different income groups, for example; Higher class people are the first target, Higher-middle class people are second target and Middle class people are third target.

#### **D. Target Market Segment Strategy**

Sheltech (Pvt.) Ltd. believes that their incomparable level of quality, good location and technological amenities put Sheltech (Pvt.) Ltd. into a position of its own. This will be the major point of all their marketing and advertising efforts. These two segments are also easily reached through newspapers and website, as well frequent office premises displays. It is essential for Sheltech (Pvt.) Ltd. to understand that customer's need and their priority.

#### **E. Market Needs**

Each of Sheltech (Pvt.) Ltd. projects targeting needs the quality, convenience, service, safety, comfort and technological facilities that can only be found in Sheltech (Pvt.) Ltd. living apartments.

- The service holder segment needs a quiet safe atmosphere that encourages a secure environment. They also need the convenience of location.
- The business person segment needs a living environment that separates them from the noisy, dirty inconvenience of average apartment living. Most business persons are on their way to home ownership or movement to a larger city, so they need housing that will let them feel like they are getting the quality that they need.

#### **F. Positioning Statement**

For people who desire high-quality, good environment and good location Sheltech (Pvt.) Ltd. can be able to fulfill their needs and desires an affordable price. Sheltech (Pvt.) Ltd. is committed to guaranteeing customers full satisfaction and handles all complaints immediately.

#### **G. Product**

Sheltech (Pvt.) Ltd. is an organization that is involved in various features for the real estate sector. Massive experience and expertise is required in the development of high quality, lower cost living for middle class people and upper class people who are seeking luxury apartment. An area of intense training and attention is the importance of strong customer service.

#### **H. Competitive Comparison**

Sheltech (Pvt.) Ltd. competitive advantage is as follows:

- Sheltech (Pvt.) Ltd. offers a higher level of quality apartments than the average apartments found on the city. This allows for those residents who do not want their living situations to hamper their comfort and enjoyment of urban life.
- Sheltech (Pvt.) Ltd. marketing and advertising costs are low due to simple marketing strategies. However, the owner's expertise in visual layout and communications is helpful to create a unique and artistic product for the customers. The main competition Sheltech (Pvt.) Ltd. is encountering the average lower cost apartment units.
- Sheltech (Pvt.) Ltd. follows a national building code, RAJUK Rules and Regulation, FAR, and save the natural environment to protect earthquake.

### **I. Pricing strategy**

Pricing decision should take considering account profit margins and probable pricing response of customer and competitor. Sheltech (Pvt.) Ltd. generally follows the pricing policy in a standard way. The most elementary piecing method is to add a standard mark up to the project cost.

- Sheltech (Pvt.) Ltd. is using "Competitive Pricing" strategy.
- Most of the time flat or product price is determined by location or area.
- Product price or flat price is also determined by quality.
- Price changes occurred when raw materials price is increasing.

### **J. Promotional Activities**

Sheltech (Pvt.) Ltd. runs its promotional activities for introducing its projects to customers. Promotional activities have a major impact to increase sales volume. Sheltech (Pvt.) Ltd. has promotional activities done that illustrate below-

- **Bill boards:** In the every project's location and beside the road are hanging "billboard" for Advertising.
- **Print Media:** For increasing sales Sheltech (Pvt.) Ltd. is published Ads through Brochure, Magazine and newspaper such as proton-aloe, Bangladesh protruding.
- **Video Ads:** Telecast advertisement on TV and Local dish channels.
- **Electronic Media:** Sheltech (Pvt.) Ltd. some time use "Electronic Media" for the Ads such as CD, DVD for some project, animation, any other presentation, multimedia presentation, E-mail, website etc.
- **Price less Offers:** Sheltech (Pvt.) Ltd. sometime gives priceless offer 5%- 15% of the total price.

### 3.9 SWOT Analysis of Sheltech (Pvt.) Ltd.

The term SWOT is the abbreviated form of Strength, Weakness, Opportunity and Threat. By SWOT analysis Strength and Weakness are determined by internal factors, while Opportunity and Threat are determined by the external factors.

Strength (S)	Weakness (W)
<ul style="list-style-type: none"> <li>i. Sheltech (Pvt.) Ltd. management systems are always committed to better service.</li> <li>ii. All of the employees are sincere and reliable.</li> <li>iii. Sheltech (Pvt.) Ltd. market potentiality is high.</li> <li>iv. Sheltech (Pvt.) Ltd. has an effective sales team.</li> <li>v. Sheltech (Pvt.) Ltd. always keeps records in appropriate methods.</li> <li>vi. Sheltech (Pvt.) Ltd. use advanced information system.</li> <li>vii. Sheltech (Pvt.) Ltd. maintains Good relationship between top management &amp; employees.</li> <li>viii. Sheltech (Pvt.) Ltd. has a strong security system.</li> <li>vii. Sheltech (Pvt.) Ltd. has a well-decorated office</li> </ul>	<ul style="list-style-type: none"> <li>i. Sometimes the company faces trouble to comply with all the rules and regulations perfectly due to conducting several projects in same time.</li> <li>ii. According to few customers feedback, the terms and conditions of the company's' installment policies are very tight.</li> <li>iii. Most of the decisions are only taken by the top management.</li> <li>iv. The company does not participate in the REHAB fair while most of the companies of the industry participate in this fair.</li> </ul>
Opportunity (O)	Threat (T)
<ul style="list-style-type: none"> <li>i. New real estate business opens day by day.</li> <li>ii. Improve the service quality then the others.</li> <li>iii. Improve high customer satisfaction.</li> <li>iv. Take the opportunity to get a huge amount of money.</li> </ul>	<ul style="list-style-type: none"> <li>i. Increased the number of Real Estate Company.</li> <li>ii. Government interrupts in the way of development.</li> <li>iii. Growing up of overall cost.</li> <li>iv. Complexity of RAJUK rules &amp; regulation.</li> <li>v. Project areas are hassled by the local village political.</li> </ul>

# **Chapter – 04**

## **Findings, Recommendations and Conclusion**

## 4.1 Findings of the Study

The findings of the study are as follows:

1. Apparently the sales team of Sheltech (Pvt.) Ltd. has a clear sales leadership and development team which will nurture and develop the sales reps' potential.
2. The sales team does not undertake any training sessions to improve its sales reps' confidence and efficiency.
3. The company undertakes several initiatives to accurately measure the sales teams' productivity. Many of the sales personnel seem to follow traditional procedures instead of being creative to approach the clients and the stakeholders of the company.
4. Some of the sales personnel have lack of essential skills which are important to increase sales such as their efficiency with numbers.
5. There are standard procedures to measure the performance of the members of the sales team.
6. Sheltech (Pvt.) Ltd. follows several rules and regulations for allotting the lands to the customers. These rules and regulations clearly dictate how the lands will be allotted to the customers and it clarifies the roles of Sheltech (Pvt.) Ltd. and the customers during the allotment process. This step also includes the specific rights and obligations of both of the parties.
7. Sheltech (Pvt.) Ltd. provides customer services to its clients. Its customer services include, (1) Handling Customer Complaint, (2) Utility connection, (3) Project handover, and (4) Registration.

## **4.2 RECOMMENDATIONS**

In the light of the findings, the recommendations are as follows:

1. The sales team should establish a small group of expert people who will be responsible for guiding the whole team.
2. The team should conduct some psychological training sessions which will develop the confidence levels and the thinking process of the team members.
3. New system should be launched to measure the team member's actual performance.
4. Some training sessions based on selling techniques should be conducted regularly to increase the team member's efficiency.
5. Sheltech (Pvt.) Ltd. should implement the best service providing strategy that will ensure more value for the existing and target customers.
6. Sheltech (Pvt.) Ltd. should implement internet marketing then the existing client and potential client will be benefited with the system.
7. It seems that there is no commissions on sales for the sales people and for this reason the sales members are not motivated enough to do their best. Sheltech (Pvt.) Ltd. should provide them a fixed sales commission.
8. The managers and executives of Sales & Marketing Department should give more sincere attention to solve the customers' problems.



## 4.3 Conclusion

The major objective of my internship was to make me familiar with the corporate environment and to also to make me to learn some practical aspects of my academic learning. After completing this internship I am quite confident that my purpose has been fulfilled. I worked three months with the sales and development department under the marketing department of Sheltech (Pvt.) Ltd. This allowed me to learn a lot of practical stuffs. I learnt many details about the sales and promotional activities of the company, and also I learnt many practical aspects of the business development activities. These learning will surely help me in the future in my profession. I got accustomed with the corporate environment; I learnt professional etiquettes which made me confident about myself. Beside the practical knowledge of the sales and development departments' activities I have also got the chance to develop my personal skills which are very important for the professional life. From this internship I learnt the procedures to procure precious land with maximum benefit for joint venture development and the procedures to define how the customers' orders are to be developed and managed in order to comply with customer requirements. I learnt about time management, Professional Etiquettes, Organization, Marketing and Communication, Event Planning, Research and Analysis. And I hope to use all this learning from this internship in my future career.

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